



Strategy that Transforms



PARCON CONSULTING, LLC

Corporate Strategy Advisors

Serving the Architecture, Engineering, Construction and Environmental Markets



www.parconconsult.com



ParCon's Commitment and Promise

We founded ParCon with a single goal. To help leaders of professional services companies ranging in size from 250 to 25,000 people successfully develop and implement breakthrough business strategies by delivering everything they need to envision and deliver transformational results.

More than ten years later, that goal remains at the forefront of everything we do. Over the years ParCon has continued to learn and grow with our clients. While strategic planning lies at the heart of what we do, we've extended our range of service offerings to include strategy implementation and advanced market intelligence. Every new offering is rooted in our desire to provide the complete solution leaders need to deliver break-through strategy. It is our aim to push the boundaries of what great strategy can be and how to constantly do it better. In the end our only measure of achievement is our success in helping clients create strategic transformation and deliver break-through results.

If you've taken the time to learn about our firm and what we do, thank you. I hope you'll take the next step and reach out to us; either directly or by learning more about how we approach some of the challenges leaders in the industry face via our white papers or speeches at industry events.

Matthew Gill
Founder & Managing Partner





Your firm may have as many as five distinctive age “cohorts” of employees – all with unique ways of working, interacting, communicating and seeing the world. Everyone is busy and advancing technology is changing the way people learn, interact and engage. Is it any wonder leaders struggle when it comes to effectively communicating important and complex messages about new strategy, change in ownership or significant shifts in your business?

ParCon has seen this struggle play out across many of our engagements when “standard” communication vehicles like e-mail, teleconferences, town hall meetings and memos failed to reach, inform and engage the hearts and minds of employees. After looking closely at today’s challenges, we felt there was a better way and chose to partner with *Ingenium*, a marketing firm at the forefront of cross-cohort communication to find it. By combining classic communications vehicles with technology-based rich channel media like instant messaging, purpose-built microsites and interactive social networking, we’re providing leaders with a flexible and powerful capability to engage with people across geographies, cohorts and backgrounds in ways never before thought possible before.

Let ParCon Consulting give you a glimpse into what communication in the 21st century looks like.

ADVANCED COMMUNICATION SOLUTIONS:

- Multi-channel communication strategy aligned with objectives and culture
- Identify strategic personas and cohorts critical to success
- Develop insights into formal & informal influencers within the organization
- Define and optimize communication content and vehicles
- Test and assess the impact of your communication strategy

Strategy that Transforms



PARCON STRATEGY IMPLEMENTATION SOLUTIONS

At ParCon, we understand that **strategy implementation** is the path to strategic transformation. Our professionals have developed a proven, practical, and integrated approach to implementation that helps high-performing leaders to improve the odds of success.

STRATEGY IMPLEMENTATION

Unlock strategic transformation ...



Developing compelling and actionable strategy is a critical first step to successful implementation. But taken in isolation, it falls short on delivering transformational results. ParCon works with leaders to improve strategy implementation, the unseen but crucial work that lies beneath the surface of breakthrough results. Our approach seamlessly integrates: alignment of employees across the enterprise; effective planning and management of strategy related change efforts; reallocation of critical resources; integration of strategy into operational systems; and active monitoring and management of results. Make sure your strategic vision is fully realized by allowing ParCon to share our unique approach to strategy implementation.

ADVANCED COMMUNICATION

Unleash the power of your organization ...



New generations of employees are exploring new ways to connect and communicate using social and rich media enabled by mobile computing. Unfortunately, leaders continue to rely on “tried and tested” methods like e-mail, office memos and the occasional town hall meeting. Is it surprising employees at all levels of organizations either don’t get the message or don’t care? ParCon Consulting, in conjunction with *Ingenium Marketing*, addresses this critical gap by delivering a rich, agile, multi-channel communication solution that engages, educates and aligns your organization in ways never thought possible. Let us share a new way to communicate & engage with your company when you’re facing a major change effort like strategy or change in ownership.

STRATEGIC PERFORMANCE

Gain insight, enhance accountability and deliver change...



The adage that “what gets measured gets managed” remains a statement of fact, at least in terms of strategy implementation. Too often leaders who insist on careful tracking and review of operating results simply assume strategy will take care of itself. Based on our experience, that simply isn’t true. ParCon has broad experience in helping executives develop and implement the tracking systems and processes that support ongoing assessment of progress on key initiatives and measuring the impact of strategy on business results. The result is a leadership team that is informed, engaged and accountable for strategic as well as operational results.



COMPANY PROFILE

ParCon is a management consultancy with deep experience in *strategic planning*, *strategy implementation* and *market intelligence* services. Our focus is on helping business leaders in the AEC (architectural, engineering and construction) sector to leverage strategy and achieve transformative and lasting results for their clients, employees and stakeholders.

ParCon is passionate about strategy and the unique benefits it offers firms of all sizes within the industry. We push the boundaries on what great strategy can be, how to speed its development, improve the impact, and fully realize tangible and sustainable benefits.

Our competency lies in an ability to customize and deliver an integrated approach to strategy and growth. Our strategies are designed for business leaders who seek to build an inspired, aligned, and high-performing workforce that vividly imagines, creates and sustains break-through results.

Strategy can (and often does) fail on many fronts: slow or overly time consuming to develop, basing it on incorrect assumptions or notational insights, being too inwardly focused or non-specific, and leaving hard questions unanswered and difficult choices unmade. These types of strategies leave leaders and their firms ill-equipped to drive systematic implementation and real-world results.

At ParCon, our approach focuses exclusively on “hard” strategy built on a foundation of fact-based market and performance insights, well-defined strategic options, specific performance improvement priorities, robust financial analysis, and detailed implementation planning and disciplined execution. Clients immediately see and understand the difference.

Our value comes from the intersection of robust and mature strategy delivery methods, deep insights into the AEC industry, and a unique approach to team engagement and collaboration on strategy. These elements work together to deliver new insights and clear priorities in a compelling strategy and a shared sense of ownership & commitment for delivering transformative results.

About ParCon

ParCon Consulting, LLC (Atlanta, GA) is a privately owned management consulting company founded in 2004. Our mission is to help each client we serve achieve breakthrough results while contributing to the body of knowledge around how leaders can incorporate strategy disciplines to consistently deliver sustainable competitive advantages, superior results, stronger & happier companies and a healthier AEC industry.

Representative industry clients include; Morrison Hershfield, MMM Group, WSP/Genivar, Parsons Brinkerhoff (UK), STV, and Lochner. ParCon also has experience across a range of industries including; government, technology, agricultural and natural resources. We are proud of our success in helping leaders develop and implement strategies that transform their businesses.





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